



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
Library Meeting Room South

**Next Beverly Hills Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Tuesday, September 20, 2016  
8:30 AM

**MEETING CALLED TO ORDER**

Date / Time: September 20, 2016 / 8:35 AM

**IN ATTENDANCE:** Mayor John Mirisch, Councilmember Julian Gold, Assistant City Manager George Chavez, Marketing and Economic Sustainability Manager Megan Roach, Chair of the Beverly Hills Recreation and Parks Commission Frances Bilak, Policy & Management Intern Michael George, Jon Gluck, Julian Javor, Boomer Welles, Kimberly Reiss, Vic Nol, Paul O'Brien, Sharona Nazarian, Sheena Tahilramani, Paul O'Brien, Julie Wagner, Assistant to the City Manager Tim Hou, Steffanie Altman, Sharona Nazarian, Eliad Josephson, Lauren Escobar, Wil Master.

**1) PUBLIC COMMENT**

Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None.

**2) Welcome**

**a. Guest and New Member Introductions**

1. None.

**3) Current Business**

**a. Next Night Event Initiative**

1. City Council Presentation & Committee Recognition
  - o Committee reviewed and approved presentation, which will be delivered tonight to the City Council.
  - o Committee Members will be recognized at tonight's formal City Council meeting.

**b. Housing White Paper Initiative**

1. Project Plan Update
  - o Housing White Paper Initiative Subcommittee revised the community survey. The Subcommittee will meet with individual Council members to discuss the initiative. Dr. Gold offered to meet with Subcommittee prior to develop speaking points.

**c. Marketing Subcommittee**

1. Social Media Update

- Social Media Chair Kimberly Reiss reported that the Next Beverly Hills social media presence is increasing.
- Committee Members discussed potentially creating an editorial calendar for future postings.
- Committee Members discussed developing a social media plan that would outline qualifications and guidelines for posting along with how to navigate negative responses on social media.

#### **4) New Business**

##### **a. Pitch & Tell**

1. Julie Wagner shared the Beverly Hills Conference and Visitors Bureau (BHCVB) will participate in a Destination Marketing Survey that will identify economic strengths of the City and potential areas for opportunity. Julie would like Committee Members to participate in the survey and will send the link through Megan to distribute.
2. Kimberly Reiss shared that TEDX may come to Beverly Hills and it could be an opportunity for the Committee to engage residents. More information will be presented at an upcoming meeting.
3. Marketing and Economic Sustainability Manager Megan Roach offered to develop a template to help guide the Committee in making decisions about proposed new initiatives.
4. Sheena Tahilramani shared an event concept called Street Food Cinema that has been done successfully in other Los Angeles locations to see if it could be done in Beverly Hills. More information will be presented at an upcoming meeting.
5. Committee Members discussed a potential Silent Disco event.
6. Dr. Gold suggested the Committee develop a schedule of events.

##### **b. Upcoming Meetings**

1. Meeting Schedule
  - Not discussed.
2. October 4 at 8:30 a.m. in City Hall Municipal Gallery

#### **ADJOURNMENT**

Date / Time:

September 20, 2016 / 9:30 AM